

AGENDA BILL

Beaverton City Council
Beaverton, Oregon

SUBJECT: Contract Award- Authorization to Award
Contract for Creekside District Master Plan
Lead Planning Consultant to Fregonese
Associates

FOR AGENDA OF: 07-17-12 **BILL NO:** 12162

Mayor's Approval: Denny Dale

DEPARTMENT OF ORIGIN: CEDD

DATE SUBMITTED: 07-09-12

CLEARANCES: City Attorney
CAO
Purchasing
Finance

W. B. King
J. B. King
J. B. King
J. B. King

PROCEEDING: CONSENT AGENDA
(CONTRACT REVIEW BOARD)

EXHIBITS: 1. RFP Summary
2. Evaluation Results
3. Funding Plan

BUDGET IMPACT

EXPENDITURE	AMOUNT	APPROPRIATION
REQUIRED \$1,279,645	BUDGETED \$1,442,670*	REQUIRED \$0

*See Funding Plan, attached. Of the \$1,442,670 total amount budgeted in Professional Services over the three-year life of the grant project, staff allocated \$1,300,000 for this contract.

RECOMMENDED ACTION:

Council, acting as Contract Review Board, authorize the award of a professional services contract in a form approved by the City Attorney to Fregonese Associates to be the lead planning consultant for the Creekside District Master Plan in an amount not to exceed \$1,279,645 over the three-year period of the grant; FY 2012-13 to FY 2014-15.

HISTORICAL PERSPECTIVE:

In April 2011, the City Council adopted the Civic Plan Strategies which were developed through a community-wide effort involving residents, business owners, and property owners. The Civic Plan serves as the City's set of tools and partnerships for bringing many of the most critical and immediate elements of the Beaverton Community Vision to life over the 20-year planning horizon.

At that time, City Council passed a resolution directing staff to begin implementation of the strategies. To accomplish this, in September 2011 Beaverton submitted an application for grant funding through the HUD Sustainable Communities program. The HUD Sustainable Communities program provides funding to states, tribes, and local governments, and supports a broad range of activities to reform and reduce barriers to achieving affordable, economically vital and sustainable communities. The funds are awarded to communities, large and small, to address local challenges to integrating transportation and housing.

On November 21, 2011, Beaverton was notified of award of the Community Challenge Grant for development of the Creekside District Master Plan. At just over 49 acres, the Creekside District is a small area in Beaverton's downtown recognized by the Civic Plan as an area that provides excellent opportunities to catalyze the redevelopment of the entire Regional Center. The Creekside District is located at the confluence of Beaverton's three creeks, sits at the core of the Regional Center's transit systems, and is served by the Beaverton Central Plant.

Proper redevelopment of the District, in conjunction with rehabilitation of the creek, integration of energy and transportation systems, and establishment of a long-term housing strategy, will: catalyze revitalization of the Regional Center; further the City's goal of incorporating sustainability and green technologies into future development; and create a vibrant mixed-use center with a greatly increased number and demographic mix of people living in, working in, and visiting the area.

INFORMATION FOR CONSIDERATION:

Using the QBS-RFP procurement process, the Creekside District Master Plan Request for Proposal (RFP) was released on May 11, 2012 and advertised in the Oregon Daily Journal of Commerce on May 11, 2012. One hundred and forty four firms or individuals viewed and/or downloaded the RFP from the City's website. Ultimately, the City received five proposals, which staff opened on June 8, 2012, at 2:00 p.m. See Exhibit 1 for a list of all proposers.

Staff met with the top three proposers on June 19, 2012. The interviews provided an opportunity for clarification and elaboration of each proposal. After the interviews, staff re-evaluated the top three proposers based on the same criteria as the first evaluation except there were points given regarding the firms' reference checks, as stated in the RFP. From this process, staff identified Fregonese Associates as the top proposer. The firm received an average score of 70.5 of the maximum 80 points available based on the firm's proposal and interview. The complete evaluation results are shown in Exhibit 2.

Fregonese Associates best meets the description of the desired lead planning consultant. The firm has extensive experience and has a track record of leading successful planning projects, including the Beaverton Civic Plan.

Pursuant to the rules of the QBS-RFP process, staff's evaluation of the proposals did not include price as a criterion. After the top proposer was selected, staff negotiated the scope, team member composition, hours allocated, and price.

The work to be performed under this contract includes:

1. Public engagement and outreach
2. Downtown Creeks Natural Resource Plan (DCNRP)
3. Complete Streets, Canyon Road Streetscape Enhancement, and District Transportation Plan
4. Transit-Oriented and Affordable Housing Development Strategy
5. Creekside District Master Plan, Process Template, and Implementation

To assist Fregonese Associates in preparing the Creekside District Master Plan, the firm has assembled a quality team of experienced, well-qualified subcontractors. The team members (and area of expertise) include: ECONorthwest and Communitas (transit-oriented and affordable housing development strategy); DKS & Nelson/Nygaard (complete streets, Canyon Road streetscape enhancement, and district transportation plan); The Metropolitan Group and FW Focus (public engagement and outreach); Walker Macy, OTAK, and Olmsted Associates (Downtown Creeks Natural Resource Plan).

The total amount budgeted for consulting work related to the Creekside District Master Plan project is \$1,442,670. Of this, staff allocated \$1,300,000 for the work to be performed under this contract. The total amount of the contract is \$1,279,645. The contract amount is to be spent over the course of three years, beginning in FY 2012-13 (see attached funding plan for approximate allocation schedule). No additional allocation is necessary to fulfill the agreed-upon scope of work.

**CITY OF BEAVERTON
PROPOSALS RECEIVED**

Request for Proposal

- Land use, transportation, economic, and natural resource planning services;
 - Environmental and natural systems science services;
 - Project management and public involvement services; and
 - Design, architecture and engineering services,
- For the Creekside District Master Plan #2688-12B
Using a Qualified Based Selection Process**

Closing Date: June 8, 2012 at 2:00 PM

Proposals Submitted:

- 1. Dover, Kohl & Partners, Coral Gables, FL**
- 2. ZGF Architects, Portland, OR**
- 3. Fregonese Associates, Portland, OR**
- 4. SWA Group, Laguna Beach, CA**
- 5. Loci, Inc, Portland, OR**

Evaluation Matrix/Scoring Sheet/Rankings

Ranking Instructions:	Points	Evaluation Factor:	Weight
Quality of Response		1. Signature Page	1
Excellent Response	4	2. Transmittal Letter	1
Good Response	3	3. Knowledge & Experience	5
Average Response	2	4. Project Approach & Understanding	5
Poor Response	1	5. Relevant Experience & References	4
No Response	0	6. Timely Completion of Deliverables	3
		7. Section 3 Business Bonus	1

Fregonese Associates

Rank: #1

Evaluation Factor	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Reviewer 5	Average/ Total
Signature Page	4	4	4	4	4	4	4
Transmittal Letter	4	4	4	4	4	4	4
Knowledge & Experience	20	20	20	20	15	20	19
Project Approach & Understanding	20	20	17.5	16	20	15	17.7
Relevant Experience & References	16	16	16	16	12	12	14.4
Timely Completion of Deliverables	12	12	12	12	12	9	11.4
Section 3 Business Bonus	4	0	0	0	0	0	0
Total Points	80	76	73.5	72	67	64	70.50

The Creekside Collaborative - Loci, Inc

Rank: #2

Evaluation Factor	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Reviewer 5	Average/ Total
Signature Page	4	4	4	4	4	4	4
Transmittal Letter	4	4	4	4	4	4	4
Knowledge & Experience	20	15	15	15	15	15	15
Project Approach & Understanding	20	15	13.75	15	15	15	14.75
Relevant Experience & References	16	12	9	12	16	16	13
Timely Completion of Deliverables	12	8	9	12	9	9	9.4
Section 3 Business Bonus	4	0	0	0	0	0	0
Total Points	80	58	54.75	62	63	63	60.15

Evaluation Matrix/Scoring Sheet

<u>Ranking Instructions:</u>	<u>Points</u>	<u>Evaluation Factor:</u>	<u>Weight</u>
Quality of Response		1. Signature Page	1
Excellent Response	4	2. Transmittal Letter	1
Good Response	3	3. Knowledge & Experience	5
Average Response	2	4. Project Approach & Understanding	5
Poor Response	1	5. Relevant Experience & References	4
No Response	0	6. Timely Completion of Deliverables	3
		7. Section 3 Business Bonus	1

ZGF Architects

Rank: #3

Evaluation Factor	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Reviewer 5	Average/ Total
Signature Page	4	4	4	4	4	4	4
Transmittal Letter	4	4	4	4	4	4	4
Knowledge & Experience	20	15	11.25	15	10	15	13.25
Project Approach & Understanding	20	15	10	15	15	10	13
Relevant Experience & References	16	8	9	12	12	12	10.6
Timely Completion of Deliverables	12	8	9.75	9	9	6	8.35
Section 3 Business Bonus	4	0	0	0	0	0	0
Total Points	80	54	48	59	54	51	53.20

Reviewers:

Reviewer 1= Don Mazziotti

Reviewer 2= Laura Kelly

Reviewer 3= Tyler Ryerson

Reviewer 4= Dave Waffle

Reviewer 5= Damon Reiche

EXHIBIT 3

HUD Community Challenge Grant Consulting Budget Funding Plan

Contract Funding by Fiscal Year & Source				
Source	FY 12-13	FY 13-14	FY 14-15	Total
City of Beaverton	\$ 200,000	\$ 250,000	\$ 100,000	\$550,000
HUD	\$ 389,131	\$ 259,869	\$ 82,221	\$731,221
TOTAL Project Consulting Budget				\$1,281,221

Contract Funding Detail	
City of Beaverton Budget & CIP Fund (FY13)	\$550,000
3950- Storm Maint./Replacement	\$550,000
HUD Community Challenge Grant- Consultants	\$731,221
Consultants	\$731,221
TOTAL Project Consulting Budget	\$1,281,221

Creekside District Master Plan Project Detailed Description of Overall Budget		
Costs	Cost	% of Total
Personnel (Direct Labor)	\$ 597,898	24%
Fringe Benefits	\$ 337,813	13%
Travel	\$ 8,115	0%
Equipment	\$ -	0%
Supplies and Materials	\$ 28,463	1%
Consultants	\$ 1,442,670	57%
Contracts and Sub-Grantees	\$ 97,280	4%
Construction	\$ -	0%
Other Direct Costs	\$ 2,761	0%
Indirect Costs	\$ -	0%
Total:	\$ 2,515,000	100%
HUD Share:	\$ 1,000,000	
Match:(as percentage of HUD Share)	\$ 1,515,000	151%